

FEBRUARY 12, 1961

PROGRAM GUIDE: The first product of the newly created publications department was the February Program Guide. Due to the shift in responsibility, the Yale Duplicating Service, the snow storm, and the United States Post Office, the Guide was delivered six days late. The biggest feature of this Guide was the cut back in certain areas due to our financial condition. Thus, the Guide was limited to 16 pages. Mory's Assn. joined the ever growing list of sponsors with a half page ad and in March The Yale Coop is going to place its first full page ad- this contract will be for each additional issue. This new influx of sponsors, along with continued conservative editorship should put the March guide on a break-even or money making basis. Although this means that we will be having a black cover in March, we will be able to spotlight the Anniversary Month Broadcasting. Our subscribers are now close to one hundred as new slips come in everyday. Two guides of each issue will be bound by the Sterling Memorial Library and will be placed somewhere for posterity. The editor thanks those who had their scheduling in on time and hopes that more shows will be scheduled in the future. ONE COMPLAINT, NOW THAT THE GUIDE TELLS ALL OF YALE AND NEW HAVEN WHAT WE ARE DOING, PLEASE DON'T DROP YOUR SHIFTS THE DAY THEY ARE SCHEDULED ONCE THEY ARE IN THE GUIDE AND PLEASE, DEPARTMENT HEADS, IF YOU ARE PLANNING TO DROP AN OLD SHOW OF INSTITUTE A NEW ONE, PLEASE TELL THE EDITOR BEFORE THE GUIDE GOES TO PRESS!

The distribution of the February Guide is as follows:

2200	Yale Station
100	Business Dept.-Heeler's Sales Kits
187	Yale faculty and officials
100	Cutlers
90	Subscribers
20	Trial Copies
20	Advertisers
50	Public Relations Dept.
10	Pete Lewis
2	Yale University Library
220	Black Covers
471	For use of publications department

Heelers, good will, back copies, files, Ivy Network, etc.

We did overorder a bit and this will be remedied in March.

MICROPHONE: Plans are now in the works for a Microphone, possibly for College Weekend. This is still up in the air, but, by William Randolph Hearst, we will have one. And ofcourse, we will start off next year with a bladderball issue.

GONZU: New Supplies are being ordered. But, under the new regime there will be a new policy. All gonzu's will be numbered and filed after use, this to prevent duplication and also so that each day can get its signs up in Yale Station. We are also thinking of a sign-in sheet for use of the gonzu and a strict control over supply, there was atleast one hundred dollars worth of wasted, hacked, lunched and aborted gonzus during the last year and this will stop, even if it means a lock on the Gonzu door. The dept. is looking fo a manto head the Dept. of Design, a subdivision which includes Gonzu's.

HEELERS: We will soon have some through the Public relations department.

Herbert B. Roth Jr.
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 Publications Department
 Public Relations Department

